

DICKS SPORTING GOODS INC

Form 4

August 21, 2006

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
COLOMBO WILLIAM J

2. Issuer Name **and** Ticker or Trading  
Symbol  
DICKS SPORTING GOODS INC  
[DKS]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
300 INDUSTRY DRIVE, RIDC  
PARK WEST

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/17/2006

☐ Director ☐ 10% Owner  
☒ Officer (give title below) ☐ Other (specify below)  
Pres. & Chief Oper. Officer

(Street)

4. If Amendment, Date Original  
Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

PITTSBURGH, PA 15275

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, par value \$.01 per share	08/17/2006		M		100,000	A	\$ 1.08 208,242 <sup>(1)</sup>
Common Stock, par value \$.01 per share	08/17/2006		S		3,700	D	\$ 41.44 204,542
Common Stock, par value \$.01	08/17/2006		S		1,000	D	\$ 41.43 203,542

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per share

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

100

D

\$  
41.42

203,442

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

600

D

\$  
41.41

202,842

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

1,200

D

\$ 41.4

201,642

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

3,400

D

\$  
41.39

198,242

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

5,800

D

\$  
41.38

192,442

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

2,500

D

\$  
41.37

189,942

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

2,600

D

\$  
41.36

187,342

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

24,300

D

\$  
41.35

163,042

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

14,900

D

\$  
41.34

148,142

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

9,800

D

\$  
41.33

138,342

D

Common  
Stock, par  
value \$.01  
per share

08/17/2006

S

4,000

D

\$  
41.32

134,342

D

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Common Stock, par value \$.01 per share	08/17/2006	S	2,700	D	\$ 41.31	131,642	D
Common Stock, par value \$.01 per share	08/17/2006	S	7,100	D	\$ 41.3	124,542	D
Common Stock, par value \$.01 per share	08/17/2006	S	4,600	D	\$ 41.29	119,942	D
Common Stock, par value \$.01 per share	08/17/2006	S	200	D	\$ 41.28	119,742	D
Common Stock, par value \$.01 per share	08/17/2006	S	500	D	\$ 41.27	119,242	D
Common Stock, par value \$.01 per share	08/17/2006	S	1,000	D	\$ 41.26	118,242	D
Common Stock, par value \$.01 per share	08/17/2006	S	10,000	D	\$ 41.25	108,242	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount of Number of Shares

Stock								Common
Option	\$ 1.08	08/17/2006	M	100,000	11/12/1996	11/12/2012		Stock, par
(Right to								value
Buy)								\$0.01 per
								share

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COLOMBO WILLIAM J 300 INDUSTRY DRIVE RIDC PARK WEST PITTSBURGH, PA 15275	X		Pres. & Chief Oper. Officer	

## Signatures

/s/ William J. Colombo                      08/21/2006

\_\_\_\_\_  
\*\*Signature of Reporting Person                      Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Amount listed does not include 1,200 shares of common stock, par value \$.01 per share, which is held by the reporting person on behalf of his children. The reporting person disclaims beneficial ownership of those securities, and this report shall not be deemed an admission that the reporting person is the beneficial owner of such securities for purposes of Section 16 or for other purposes.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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